

FAIRS NEWSLETTER – Winter 2011

2011 Fair Dates

The 2011 fair dates are available on the TDA website at www.picktnproducts.org.

Tennessee Fair Facts:

- Approximately 3 million people visited Tennessee fairs in 2010
- Fairs paid out \$1 million in agricultural premiums to exhibitors
- Over 200,000 agricultural exhibits at fairs
- Over 75,000 agricultural exhibitors at all fairs
- Fairs had approximately \$10 million in gross receipts last year
- Over 14,000 volunteers put in over 414,000 volunteer hours at all fairs in 2010.

2012 Tennessee Association of Fairs Convention

The 90th annual convention of the Tennessee Association of Fairs will be held January 19-21, 2012, at the Nashville Airport Marriott, Nashville, TN. For more information contact the TAF at 931-438-7242. The annual convention will include national speakers, educational workshops, fair showcase, agricultural competitions, trade show, auction, entertainment showcases, and State Fairest of the Fair competition. One of the highlights will be the fairs Merit Awards banquet where approximately 63 fairs will compete for state and regional awards in the categories of champion, runners-up, and most improved.

TENNESSEE ASSOCIATION OF FAIRS Convention 2011...

With the theme, *“We’re All In This Together”*, the 89th annual convention of the Tennessee Assn. of Fairs was held Jan. 20-22, 2011, at the Nashville Airport Marriott Hotel. Over 900 fair member volunteers from 62 county and regional fairs participated in the convention that featured national speakers, educational workshops, various competitions, and musical showcases.

The convention featured the 13th *Annual Fair Showcase* exhibits and competitions, the Award of Merit recognitions, and the closing evening awards banquet with the highly anticipated announcement of winning Tennessee fairs for 2010. Winners are listed below.

The 90th Annual Convention of the Tennessee Assn. of Fairs will be held January 19-21, 2012, in Nashville. For more information on the Tennessee Assn. of Fairs contact Emily Pitcock, Executive Sec., 123 Clark Mill Road, Fayetteville, TN 37334, or visit their website at www.tennesseefairs.com.

2010 Fair Awards...January 22, 2011

The Lincoln County Fair in Fayetteville was named the prestigious Champion of Champions for 2010 during the 89th annual convention of the Tennessee Assn. of Fairs in Nashville on January 22, 2011. The awards are sponsored annually by the Tennessee Department of Agriculture and the Tennessee Association of Fairs, the state organization representing Tennessee’s fair industry.

Fifty-six of the state’s top county fairs were recognized with the “Award of Merit” based on overall operations, educational value and promotion of local interest in agriculture and community spirit. Other 2010 Winners were:

Division A

State Champion: Fentress County Fair, Jamestown
1st runner-up: Sequatchie County Fair, Dunlap
2nd runner-up: Morgan County Fair, Wartburg
Most Improved: Decatur County Fair, Parsons

Division AA

State Champion: Obion County Fair, Union City
 1st runner-up: Middle Tennessee District Fair, Lawrenceburg
 2nd runner-up: Warren County Fair, McMinnville
 Most Improved: Rhea County Fair, Dayton/Evensville

Division AAA

State Champion Cumberland County Fair, Crossville
 1st runner-up: Coffee County Fair, Manchester
 2nd runner-up: Jefferson County Fair, Jefferson City
 Most Improved: Robertson County Fair, Springfield

Premiere Awards:

Champion Dyer County Fair, Dyersburg
 Division A White County Fair, Sparta
 Division AAA Wilson Co. Fair, Lebanon

The Fentress County Fair, Obion County Fair, and Cumberland County Fair will compete in November 2011 for State Champion of Champions for 2011.

2011 Fair Showcase Highlights Fair Promotions & Ideas

The 13th Annual Fair Showcase competition, sponsored by the Tennessee Department of Agriculture and the Tenn. Association of Fairs, was held during the TAF Annual Convention January 2011. Forty-one counties participated in this event. The Fair Showcase featured over 500 entries competing in 45 categories for over \$3,300 in ribbons, trophies and prize money. The TAF awarded \$50 for 1st place, \$20 for 2nd Place, and \$10 for 3rd place for these educational entries and exhibits. Each 1st place winner also received a trophy. Category and fair winners are:

13th Annual Fair Showcase Competition Winners

Category	1st Place	2nd Place	3rd Place
Premium Book	Tennessee State Fair	Warren Co. Fair	Macon Co. Fair
Premium Tabloid	Greene Co. Fair	Cocke Co. Fair	DeKalb Co. Fair
Fair Brochure	Obion Co. Fair	Williamson Co. Fair	Anderson Co. Fair
Showbill	Tennessee State Fair	Henry Co. Fair	Fentress Co. Fair
Flyer	Franklin Co. Fair	Jefferson Co. Fair	Lincoln Co. Fair
Fair Poster	Wilson Co. Fair	Morgan Co. Fair	Henry Co. Fair
Letterhead	Fentress Co. Fair	Dickson Co. Fair	Clay Co. Fair
Envelope	Greene Co. Fair	Obion Co. Fair	Gibson Co. Fair
Scrapbook "A" Div.	Fentress Co. Fair	Van Buren Co. Fair	Clay Co. Fair
Scrapbook AA Div.	Franklin Co. Fair	Macon Co. Fair	Warren Co. Fair
Scrapbook AAA Div.	Jefferson Co. Fair	Williamson Co. Fair	Sevier Co. Fair
Scrapbook Regional Div.	Tenn. Valley Fair	----	----

Pick Tenn. Products (Exhibit Photo)	Bedford Co. Fair	Macon Co. Fair	Franklin Co. Fair
Decorative & Ornamental gourds	Fentress Co. Fair	Wilson Co. Fair	Sequatchie Co. Fair
Pieced quilt (hand pieced & hand quilted)	Lincoln Co. Fair	Wilson Co. Fair	Franklin Co. Fair
Pieced quilt (machine pieced & machine quilted)	Wilson Co. Fair	Fentress Co. Fair	Rhea Co. Fair
Fair Display - free standing	Fentress Co. Fair	Sevier Co. Fair	Wilson Co. Fair
Fair Display - table top	Bledsoe Co. Fair	Cocke Co. Fair	Wilson Co. Fair
Other fair promotional items	Warren Co. Fair	Williamson Co. Fair	Lincoln Co. Fair
Best Season Pass	Lincoln Co. Fair	Henry Co. Fair	Wilson Co. Fair
Best Fair Theme	Tennessee State Fair	Fentress Co. Fair	Coffee Co. Fair
Website page	Wilson Co. Fair	Williamson Co. Fair	Cocke Co. Fair
Video	Fentress Co. Fair	Wilson Co. Fair	Lincoln Co. Fair
Creative Fair Idea (Agricultural)	Fentress Co. Fair	Cocke Co. Fair	Wilson Co. Fair
Creative Fair Idea (other than agriculture)	Fentress Co. Fair	Lauderdale Co. Fair	Tennessee Valley Fair
Fair Hat - screen printed theme	Cocke Co. Fair	Sequatchie Co. Fair	Fentress Co. Fair
Fair Hat - screen printed logo	Cocke Co. Fair	Morgan Co. Fair	Smith Co. Fair
Fair Hat - embroidered theme	Cocke Co. Fair	Morgan Co. Fair	Smith Co. Fair
Fair Hat - embroidered logo	Gibson Co. Fair	Greene Co. Fair	Wilson Co. Fair
Fair T-shirt - screen printed theme	Macon Co. Fair	Putnam Co. Fair	Tenn. Valley Fair
Fair T-shirt - screen printed logo	Lauderdale Co. Fair	Anderson Co. Fair	Wilson Co. Fair
Fair T-shirt - embroidered theme	Fentress Co. Fair	Cocke Co. Fair	Cheatham Co. Fair
Fair T-shirt embroidered logo	Polk Co. Fair	Cocke Co. Fair	Lauderdale Co. Fair
Denim shirt -collar screen printed theme	Fentress Co. Fair	Cocke Co. Fair	Sequatchie Co. Fair
Denim shirt - collar screen printed logo	Cocke Co. Fair	Fentress Co. Fair	---
Denim shirt -collar, embroidered theme	Franklin Co. Fair	Fentress Co. Fair	Gibson Co. Fair
Denim shirt - collar, embroidered logo	Cocke Co. Fair	Coffee Co. Fair	Lauderdale Co. Fair
Fair shirt - collar, screen printed theme	Gibson Co. Fair	Rhea Co. Fair	Cocke Co. Fair
Fair shirt - collar, screen printed logo	Cocke Co. Fair	Cheatham Co. Fair	Fentress Co. Fair

Fair shirt - collar, embroidered theme	Franklin Co. Fair	Fentress Co. Fair	Gibson Co. Fair
Fair shirt - - collar, embroidered logo	Franklin Co. Fair	Wilson Co. Fair	Overton Co. Fair
Air Brushed Shirt	Coffee Co. Fair	---	---
Recycled Product	Sequatchie Co. Fair	Wilson Co. Fair	Fentress Co. Fair
PowerPoint	Wilson Co. Fair	Sevier Co. Fair	Gibson Co. Fair
Most Outstanding Entry - Winner	Fentress Co. Fair		

Fair History

Tennessee fairs began, when in 1854, the Bureau of Agriculture in Tennessee (now known as the Tenn. Dept. of Agriculture) was established for the primary purpose to promote in every practical manner, the industry of agriculture through fairs and livestock shows. Tennesseans answered the call in 1854 by the U. S. Agricultural Society in Washington, D.C. that saw the needs and concerns of farmers and planters about soil conservation, diversifying crops and transporting agricultural products to the market. State legislative acts were passed that provided funds for the fairs to begin. For over a century, fairs have survived wars, epidemics, economic depressions, fires and social revolutions. Through all this, agricultural fairs have managed to maintain their high reputation for youth and adult agriculture involvement, fun, fascination, excitement, education and amusement.

In Tennessee, nine fairs have been recognized by the Tennessee Department of Agriculture, as being *Century Fairs*, those agricultural fairs in the state that have been in continuous fair operation for 100 years or more.

In 2003, seven Tennessee fairs received *Century Fair* distinction: Those fairs receiving the certificate of honor, their location and the year of their first fair are:

Anderson County Fair, Clinton, TN, 1889
Coffee County Fair, Manchester, 1857
DeKalb County Fair, Alexandria, 1856
Gibson County Fair, Trenton, 1855
Mid-South Fair, Memphis, 1856
West Tennessee State Fair, Jackson, 1855, and
White County Fair, Sparta, 1855.

The above fairs received permanent bronze markers during ceremonies at each fairgrounds commemorating each as a *Century Fair* in Tennessee. Each fair received the plaque installed permanently on their fairgrounds.

In 2004, the **Lincoln County Fair** in Fayetteville received the Century Fair designation honor and bronze marker. The Lincoln County Fair hosted several special events during the fair to celebrate 100 years, the fair having begun in 1904.

The **Tennessee State Fair**, Nashville, commemorated 100th anniversary of their fair in 2005, and received the *Century Fair* award and permanent bronze marker during the 2010 fair.

In 2010, the **Middle Tennessee District Fair** became 100 years old, and is celebrating throughout the fair year 2011.

Future plans are to further document the history of fairs with a *Century Fair* exhibit in Nashville.

Longevity of Tennessee Fairs: The following are the number of fairs for the brackets of years the fairs have been in continuous operation (with the exception of the Civil War):

Over 150 years – 5 fairs	50-60 years -- 6 fairs
125-150 years -- 1 fair	40-50 years -- 1 fair
100-125 years -- 5 fairs	30-40 years -- 3 fairs
90-100 years -- 3 fairs	20-30 years -- 2 fairs
80-90 years -- 8 fairs	10-20 years -- 5 fairs
70-80 years -- 3 fairs	5-10 years -- 3 fairs
60-70 years --10 fairs	Less than 5 years -- 4 fairs

Fair Attendance Steady

The 2010 Tennessee fair season ended on October 1st with the majority of fairs statewide seeing a steady number in attendance. Rains and flooding, particularly in middle Tennessee, caused much damage to two fairgrounds. The majority of the fairs saw clear, presentable, sunny weather for fairs. Fair officials though, report increase in agricultural exhibits and participation, various new activities, attractions, entertainment and opportunities offered by the fairs in our state. The number of volunteers at Tennessee fairs was up last year by 1,500 more volunteers, bringing the total to over 14,000 volunteers. For 15 weeks, beginning in June, 59 county and 3 regional fairs dotted the Tennessee countryside attracting approximately 3 million visitors.

Fairs offered participants opportunities to exhibit livestock and agricultural products and to educate the public about agriculture in Tennessee. Fair staff and volunteers planned, worked and prepared tirelessly for the 2010 fair season. The year-long preparations result in wholesome family fun and education for people of all ages. And this all comes to the visitors in an atmosphere where agriculture, industry and most importantly, people, converge to celebrate the crops from the land, the experiences of family livestock operations, and the exciting sights, smells and sounds of the fairs.

N.A.A.F.A.

The National Association of Agricultural Fair Agencies is an organization of members from the state departments of agriculture and fair associations. This organization was founded for the purpose of promoting fairs and shows with an educational emphasis, as well as to develop a closer working relationship among state agencies. These members are involved in the administration of fair programs to benefit the fairs in respective states. Currently members of NAAFA represent 18 states.

2010-11 N.A.A.F.A. Officers

President: Bob Williams, Wisconsin Department of Agriculture

Vice-President: Pending position

Sec.Treasurer: Lynne Williams, Tenn. Dept. of Agriculture

Immediate Past President: Michael Treacy, California Dept. of Agriculture

To receive the NAAFA newsletter or receive more information on the NAAFA organization, contact: Lynne Williams, Secretary, N.A.A.F.A., c/o Tenn. Dept of Agriculture, P. O. Box 40627, Nashville, TN 27204.